

When preparing to present information about your noise management program to a group of stakeholders, it is helpful to consider the Three M's.

Message (*what to say*)

Messenger (*who to say it*)

Media (*how it should be presented*)

Preparing for presentations

The Message

Plan your message

- ☐ Know your audience—Whom are you trying to reach? What does your audience want to know?
- ☐ What is the audience's existing level of knowledge of the subject?
- ☐ Identify your purpose—Why are you making a presentation? What would you like your audience to know?
- ☐ What are three points your audience is most likely to get wrong unless they are emphasized?

Develop your message—Maximize the amount of information your audience hears and understands

- ☐ Choose words that convey empathy/caring, honesty/openness, and dedication/commitment.
- ☐ Avoid messages that convey only technical facts and information.
- ☐ Use positive words and body language.
- ☐ Recognize the impact of credible, subject matter experts from your respective Military Service.

Tips for message retention—Maximize the amount of information your audience remembers

- ☐ Provide a structured and organized message.
- ☐ Limit your information to a few key messages—Keep it as short and simple as possible.
- ☐ Keep your messages short and supplement them with supporting facts.
- ☐ Repeat your key messages.

Traps and pitfalls—Be careful in high-concern, low-trust situations

- ☐ Don't use humor.
- ☐ Avoid negative terms (e.g., no, not, never, nothing, none, dangerous, concern).
- ☐ Steer clear of guarantees or absolute phrases (e.g., always, never, definitely).
- ☐ Don't offer personal beliefs.
- ☐ Don't attack (statements about the credibility of opposing groups/opinions).

There are two common models for organizing your presentation information:

- TTT model-Tell them what you are going to tell them. Tell them. Tell them what you told them.
- Layered model-Start with the simplest information and move to the more complex. Keep the reading level between 6th and 8th grade.

The Messenger

Establishing empathy and caring

- ☐ Select a messenger who has a real connection with your audience (e.g., "I live in the community too," "My children attend school in town," etc.).
- ☐ Use opening remarks that indicate active listening about the community's concerns.
- ☐ Select a messenger with a calming voice, and ensure the pace of the presentation does not appear rushed.

- ❑ Use nonverbal communication—Make eye contact around the room, keep hands open at about waist level, maintain a comfortable standing posture without slouching.

Research indicates that the public will judge trust and credibility within the first 30 seconds.

Establishing dedication and commitment

- ❑ Come early and stay late.
- ❑ Provide a phone number where you can be reached.
- ❑ Keep all of your promises and commitments.

Communicating competence and expertise

- ❑ Limit the use of notes; avoid written speeches; use checklists or index cards.
- ❑ Remember to present the information in an organized, logical manner.
- ❑ Dress professionally but avoid overdressing.
- ❑ Use a lower voice tone.
- ❑ Be assertive (e.g., avoid hedging/tentative words or raising your voice at the end of a sentence).

The key to good presentations is to select a presenter who is comfortable in front of a group and has good listening skills.

The Media

Public information channels— How to present your message

- ❑ Information phone lines
- ❑ Fact sheets
- ❑ Press releases
- ❑ Site tours
- ❑ Small group meeting

- ❑ One-on-one meetings with influential people
- ❑ Information exchange forums (workshops or focus groups)
- ❑ Town hall public meetings

Be prepared to answer difficult questions Communicating competence and expertise

- ❑ Allow ample time for questions from the audience and general discussion.
- ❑ Review news coverage
- ❑ Review actual citizen calls and interviews
- ❑ Review similar situations at your installation, such as reactions to other encroachment issues
- ❑ Review interviews with opinion leaders, and notes from focus groups and surveys
- ❑ When you don't know the answer, say so, but commit to getting the information.

Putting it all together— A six-part model

1. Express empathy or concern.
 - Include personal story for enhancement
2. Present the purpose of the meeting or the main content/point of the presentation.
 - Information that is brief, positive, and addresses underlying concerns
3. Provide first supporting fact or key message.
 - Use third-party endorsement.
 - Use story and/or analogy for one fact.
4. Provide second supporting fact or key message.
5. Repeat the main content/point.
6. Describe future action.
 - Describe your commitment to continuous improvement and indicate how to obtain more information.

For help with noise management community involvement activities, contact:

*Operational Noise Program
U.S. Army Center for Health Promotion and Preventive Medicine
MCHB-TS-EON
Aberdeen Proving Ground, MD 21010-5403
410-436-3829
<http://chppm-www.apgea.army.mil/dehe/morenoise/>*

For help with the Navy's noise management community involvement activities, contact:

*Special Assistant for AICUZ and Encroachment
Commander Navy Installations
Naval Facilities Engineering Command
Washington Navy Yard, Washington DC 20374
202-685-9181*

For help with the Air Force's noise management community involvement activities, contact:

*AICUZ/Noise Program Manager
Bases and Units Branch
HQ USAF/ILEPB
1260 Air Force Pentagon
Washington, D.C. 20330.
703-604-5277*

For help with the Marine Corp's noise management community involvement activities, contact:

*Community and Land Use Planner for AICUZ
Headquarter Marine Corps
Washington DC, 20380-1775
703-695-8240, ext 3350*